

ORDER

KSNV

Orders
 Order / Rev: **107645**
 Alt Order #: 06862042
 Product Desc: Horsford/DCCC
 Estimate: 2011
 Flight Dates: 10/12/12 - 10/18/12
 Original Date / Rev: 10/09/12 / 10/10/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency
 Name: GMMB, Inc./ Washington D.C.
 Buying Contact:
 Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: DCCC/ Horsford
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	30	\$41,225.00	\$35,041.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$41,225.00	\$35,041.25	0.00
Totals	30	\$41,225.00	\$35,041.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	21%	\$41,225.00
Market	100%	\$196,309.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$45,151.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,225.00
KTUD	0%	\$0.00
KVVU	24%	\$47,114.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	11%	\$21,594.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--			2			\$450.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	MTWTF--	2		\$450.00		0.00						
E 2	KSNV	10/14/12	10/18/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/14/12	10/20/12	MTWT--S	2		\$200.00		0.00						
E 3	KSNV	10/12/12	10/18/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	MTWTF--	2		\$700.00		0.00						
E 4	KSNV	10/12/12	10/18/12	Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	MTWTF--	3		\$900.00		0.00						
E 5	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$625.00		0.00						
E 6	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$3,000.00		0.00						
E 7	KSNV	10/12/12	10/18/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	MTWTF--	2		\$450.00		0.00						
E 8	KSNV	10/12/12	10/18/12	M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	MTWTF--	3		\$1,200.00		0.00						
E 9	KSNV	10/12/12	10/18/12	M-F Jeopardy	CM	630-7pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	M-WTF--	2		\$1,300.00		0.00						
E 10	KSNV	10/12/12	10/18/12	M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	M-WTF--	2		\$1,300.00		0.00						
E 11	KSNV	10/12/12	10/18/12	FacetoFace/Ralston Report	CM	730-758pm	M-WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/12/12	10/18/12	M-WTF--	2		\$900.00		0.00						
E 12	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$4,000.00		0.00						
E 14	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00

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Alt Order #: 06862042
Flight Dates: 10/12/12 - 10/18/12

Advertiser: DCCC/ Horsford
Product Desc: Horstord/DCCC
Estimate: 2011
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$10,000.00		0.00				
E 15	KSNV	10/12/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			2		\$1,200.00		0.00				
E 16	KSNV	10/12/12	10/18/12	The Tonight Show	CM	1135p-1236a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			2		\$500.00		0.00				
N 17	KSNV	10/12/12	10/18/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	1	\$100.00	2	0.00	NM	1	\$100.00
				Last Call w/Carson Daly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			1		\$100.00		0.00				
N 18	KSNV	10/18/12	10/18/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Thursday Prime 9-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	---T---			1		\$3,200.00		0.00				
													Totals	30	\$41,225.00